

**To:** Honorable Mayor Price and Members of the City Council

**cc:** Denis Fitzgibbons, City Attorney  
City Manager's Executive Management Team

**From:** Gregory E. Rose, City Manager

**Date:** September 25, 2014

**RE:** City Manager Report

### **ACTIVITIES and EVENTS**

- **Concerts in the Park:** The last Concerts in the Park series featuring the group Positive Attitude is Friday, September 26, with Desert Star gymnastics opening from 6-6:30 p.m. Positive Attitude's performance is from 6:30-8 p.m. Bring a blanket or lawn chair and enjoy the music with your family.

### **GENERAL INFORMATION**

#### **2040 Vision Steering Committee**

- Applications are currently being accepted for the 2040 Vision Steering Committee. Interested citizens are asked to complete the application found at [Maricopa2040vision.com](http://Maricopa2040vision.com) under the "Steering Committee" tab.

#### **Committee Openings**

- The City is currently accepting applications to fill vacancies on the Board of Adjustment, Industrial Development Authority Board, and the Merit Board. Applications are available on our website at [www.maricopa-az.gov](http://www.maricopa-az.gov). Contact the City Clerk's Office at (520)316-6971 for more information.

#### **Check Out Current City Recruitments**

- Please follow link <http://www.maricopa-az.gov/web/jobs-portal>.

#### **Economic Development Updates**

- **Annual Report and Maricopa Matters Publications:** Two new publications are available for download on the Economic Development Resource Center page of the City website. The Annual Report is designed to provide a summary of actions taken to advance economic development in Maricopa over the 2013/14 fiscal year. Maricopa Matters serves as a community guide and marketing piece for economic development.

- **Higher Education Initiative:** Last fall, staff was directed to move forward in establishing relationships with science and engineering-based higher education providers. Since then, staff has pursued an initiative to site a four-year degree granting institution in Maricopa. Staff has coordinated several meetings with leadership from University of Arizona, Central Arizona College, and Maricopa High School. Please see the attached memo, which discusses the next steps in this initiative.
- **Hotel Feasibility Study:** Economic Development staff has solicited bids from hotel consulting firms to conduct a hotel feasibility study. The consultant's analysis would determine what type and size of hotel can be supported in Maricopa and the project's financial feasibility. The study would assist in marketing Maricopa to hotel developers and brands. Over the past two weeks, staff has been interviewing potential consultants.
- **ICSC Western Retail Trade Show:** Next week Economic Development staff and City leadership will represent the City at the International Council of Shopping Centers (ICSC) retail trade show in San Diego. This major retail industry event provides networking, dealmaking, and educational opportunities. Please see the attached memo, which details staff's planning efforts to date.
- **Maricopa Advocate Program:** Maricopa Advocates are invited to attend the MAP Luncheon on Thursday, October 9 from 11 a.m.-2 p.m. at the Copper Sky Multigenerational Center. During the event we will review the year; highlight Silver, Gold, and Platinum level participants; and unveil the 2015 Maricopa Advocate Program changes. Lunch and beverages will be provided. [Click here to RSVP.](#)
- **Realtor Tour:** On October 2, members of the regional real estate community are invited to learn more about Maricopa and the exciting projects taking place by participating in the 2014 Maricopa Realtor Tour. Interested individuals can RSVP by clicking this link, [economicdevelopment@maricopa-az.gov](mailto:economicdevelopment@maricopa-az.gov).
- **New Businesses:** Since the last report, the City received new business license applications from one home-based business, one business that will have a commercial location, and four out-of-town businesses that will be doing business in Maricopa.

## **Public Works**

### **Capital Projects**

- **Honeycutt Road Widening Project:** The contractor has begun grading work and water line installation on the south side of Honeycutt. Remaining private utility relocations are being closely coordinated between the contractor and the utilities.
- **Copper Sky Recreation Center and Regional Park:** CORE Construction is on site making warranty modifications to the main stairway. Haydon

Building Corps will begin work on some items such as ADA ramps to the dog park and a screen wall for the parking lot. Construction materials have been ordered and the additional work is anticipated to begin in late October.

### **Street Maintenance**

- Opened Farrell, Hartman, and north Murphy roads wash crossings on September 15.
- Moved furniture out of scale house (on former Estrella Gin property) and put it in a storage container at the Public Works yard. The scale house will be torn down for construction of the new Public Works/Fleet building.
- Set up sandbag areas at Fire Stations 571, 574, 575, and at the former site of Fire Station 572 on Honeycutt Road to prepare for last week's expected rain.
- Placed signage and four message boards to prepare for last week's expected rain.
- Cleaned weeds and debris from medians on State Route 347, Honeycutt Road, and Maricopa/Casa Grande Highway.

### **Development Services**

#### **Building Safety**

- Received two Tenant Improvement submittals: Domino's Pizza and Chipotle.
- Received Commercial submittal for an 11,200 square foot building for Sun Life Health Center.
- Received 20 applications for new single family residences.
- Received submittal for new Public Works/Fire maintenance facility.

#### **Code Compliance**

- In Parcel 12 of the Glennwilde subdivision, weeds were cleared, sediment was removed from the streets, and soil stabilization barriers were installed to prevent future erosion. Before and after photos are attached.
- A large tree encroaching upon Venture Drive in the Rancho El Dorado community was trimmed. Before and after photos are attached.
- Overgrown vegetation and weeds were removed from the front yard of a vacant house on Velazquez Drive in the Tortosa subdivision. Before and after photos are attached.
- Discarded junk in the front yard and driveway of a house on Robins Drive in Rancho El Dorado was removed. Before and after photos are attached.

#### **Planning**

- **Zoning Code Rewrite:** On September 22, the Planning and Zoning Commission held a public hearing and voted unanimously to recommend that the City Council adopt the proposed Zoning Code and associated design guidelines. You may view and download a copy of the Public Hearing Draft [here](#). This document is also available for review at City Hall or you may request an electronic copy from the contact below. The following City Council meeting

date, time, and location is scheduled for Public Hearing of Ordinance 14-12 "City of Maricopa Zoning Code":

**City Council Regular Meeting**

October 21, 2014 at 7 p.m.

Maricopa City Council Chambers

39700 W. Civic Center Plaza

Maricopa, AZ 85138

The purpose of this meeting is to provide an opportunity for the public to speak on Ordinance 14-12, "City of Maricopa Zoning Code"; attendance and participation is strongly encouraged. Further information, including the latest schedule, presentations, related documents, maps, and the draft Zoning Code, is available on the Zoning Code Rewrite website at <http://www.maricopa-az.gov/zoningcode/>. Please contact Dana Burkhardt with questions or comments at [dana.burkhardt@maricopa-az.gov](mailto:dana.burkhardt@maricopa-az.gov).

**Transportation/Transit**

- Staff is working with ADOT to place the order for three minivans for use in expanding transit service. The minivans are ADA compliant and can operate much more efficiently than the 21-passenger buses. In addition, the minivans will give us much more flexibility to operate special shuttles or charter services for special events.
- Staff represented Maricopa at the Sonoran Valley Parkway Environmental Impact Statement Coordination Committee meeting on September 18. The Sonoran Valley is an environmentally sensitive area which funnels roadways coming south out of the Goodyear area into a very narrow corridor, thus greatly increasing the importance of this study.
- Staff continues to refine the Scope of Work for the upcoming Regional Transportation Plan 2014 Update. Project launch is expected in December 2014 and the study is anticipated to take approximately two years to complete. This will be a major step forward for Maricopa transportation, both in terms of local mobility and regional connectivity.
- COMET ridership for the week ending September 19: 32 passengers, 52 trips.

**Community Services News**

**Recreation**

- **Visits and Membership Stats:** Total number of check-ins to the facility: 151,398; day passes sold: 7,271; members 50 and up: 907; total members: 5,575; family memberships: 3,634; senior couple memberships: 132; 1 adult memberships: 327; Silver Sneaker memberships: 89; Ak-Chin memberships: 285; punch card memberships: 365; 2 adults memberships: 455; 1 senior memberships: 94; youth/student memberships: 194.

- Copper Sky participated in the 7<sup>th</sup> Annual Kids Day Event on Saturday. Staff provided a lifeguard challenge, crafts, and informational flyers for current programming.
- Water Aerobics classes are averaging 15 participants in the 8 a.m. and 26 in the 9 a.m. class. In October class times will be changing to 9 a.m. and 12 p.m. on weekdays and 11 a.m. on Saturdays.
- Swim Lesson Fall Session 1 will end on September 24 with 103 students. Fall Session 2 registration is going on now through September 29.
- Adult Coed Volleyball and Men's Basketball registrations have been extended to October 10.
- Copper Sky staff participated in Maintenance and Pool Training to improve overall facility knowledge.
- Cardio equipment usage: over 5000 miles and over 900 hours.
- Members performed over 2500 cardio workouts and over 3000 resistance training workouts. Over 1000 members attended group exercise classes.
- Yoga for Vets is moving to 11:15 a.m. on Sundays, so the class does not compete with other sports activities and football later in the day. This change was made as requested by members.
- Copper Sky staff was present at the Veteran Town Hall event on September 25 to advertise Yoga for Vets and Veteran's membership discounts.
- September 24 was the first Smartphone & Tablet 101 class for seniors held at Copper Sky.
- Maricopa's Children's Theatre will be performing "Peter Pan" this Friday and Saturday at Maricopa High School. There are 25 participants registered for this program.
- Opening Day for Youth Soccer was September 20. It was very successful with 32 games played.
- Winter Youth Flag Football and Youth Girls Volleyball registrations are underway. Early registration is now through October 19.
- The Maricopa Youth Council is accepting applications; to apply please contact Rocky Brown at [rocky.brown@maricopa-az.gov](mailto:rocky.brown@maricopa-az.gov).
- Interviews for the Recreation Coordinator-Fitness position were held on September 24. There were 31 applicants.
- Staff is reviewing applications for the Recreation Coordinator-Youth Programs position. There are 88 applicants.

### **Parks**

- Parks staff completed field renovation at Pacana Park.

### **Library**

Door Count: 6,711 (people who used the library facility last week); circulation: 5,982 (items checked out); hours of computer use: 526.24 (with assistance from staff); new



cards issued: 76, items added to the collection: 165; children and adult attendance at programs in the library: 376.

The Library hosted “Talk Like a Pirate Day” on September 19. Hundreds of local pirates came in and helped themselves to treasure.



September 20, three staff members represented the library at Maricopa Kids Day, making thousands of connections with the public.

During Pollution Prevention Week, 61 people walked or biked to the library and received their free mesh bag and cold bottle of water. We love to help the environment!

### **Library Programs**

- **Saturday, September 27, 1 p.m. LEGO Club.** All building materials provided.

- **Tuesday, September 30, 9:30 a.m. and 10:15 a.m.** Preschool Storytime. Discover new stories, rhymes, flannel boards and songs in this active fun-filled, half-hour program designed to help build Early Literacy skills as your child gets ready to read.
- **Tuesday, September 30, 1:30 p.m.** Friends of the Maricopa Public Library host an open discussion with coffee and refreshments. All are welcome.
- **Tuesday, September 30, 3:30 p.m.** Tale Waggers. Come read to PJ the Dog. Program is for struggling readers and animal lovers.
- **Wednesday, October 1, 9 a.m., 11:15 a.m., and 2:15 p.m.** Fun Van (advance registration required). Kids play and learn while parents and caregivers meet to discuss parenting skills.
- **Thursday, October 2, 9:10 a.m.** Lapsit for parents and children aged 0-12 months. Early learning fun with rhymes, bounces, songs and stories.
- **Thursday, October 2, 9:30 a.m.** Movers and Shakers Storytime. Explore early literacy with books, finger plays, stories, and songs just for toddlers. Ages 1-3 years with an adult.
- **Thursday, October 2, 3:45 p.m.** School Age Storytime. Stories are interactive and the craft is great fun.
- **Thursday, October 2, 5 p.m.** Computer Basics Series.

#### **Special Events & Marketing**

- The Park Maintenance, Recreation, and Special Events divisions worked together on September 23 to construct various obstacles for the Maricopa Mud Run. The event will be hosted at Copper Sky on October 18; registration is open now! Applications have been released online and staff is currently marketing the event to increase participation and vendors.
- Applications for the 2<sup>nd</sup> Saturday Maricopa Market have been released. Staff is focusing on getting the word out in to increase participation.
- Vendor applications for Merry Copa are available. Staff is reaching out to past event attendees to encourage them to participate in the first holiday festival for Maricopa. The event will take place on December 6.

#### **Police Department**

- **Training:** September 23, Commander James Hughes attended Contemporary Leadership for the Law Enforcement Executive. This course covered recruitment, retention and training, along with leadership for millennial and officer satisfaction.
- **CAC Job Fair:** September 23, members of MPD attended the first annual Central Arizona College job fair. During the job fair, information was given out on upcoming Lateral Police Officer openings along with information on open recruitments for the Victims Assistant program and Police Explorers program.

- **Training:** September 24, Chief Steve Stahl presented information on police related operations and management to a group of students enrolled in the ASU Walter Cronkite Journalism program.
- **New Hire:** September 22, Communications Manager Jennifer Cruz started with MPD as Public Safety Communications Manager. In this role, Jennifer is responsible for helping to build the MPD Communications (Dispatch and 9-1-1) Center; she will work over the next several months on the infrastructure to make this happen. Jennifer graduated in 2009 from Arizona State University with studies in management and in 2013 from the Northwestern University School of Police Staff and Command.
- **New Officer Starts Field Training Program:** Officer Scott Schreiber has begun his field training process. The 16 week FTO program takes what was learned during the academy and applies it to real world situations. Once the FTO program is completed, Officer Schreiber will be qualified as a solo officer.
- **Upcoming Event:** MPD, in partnership with Against Abuse Inc., is hosting a Walk a Mile in Her Shoes® event on October 15. The event starts at 6:30 p.m. on the Great Lawn at Copper Sky Multigenerational Center. A Walk a Mile in Her Shoes® event demonstrates that men are willing and able to be courageous partners with women in making the world a safer place. It is preventive education to help men better understand and appreciate women's experiences, thus changing perspectives, helping improve gender relationships, and decreasing the potential for violence. In addition, it informs the community that services are available for healing and recovery.

## **Fire Department**

### **Community Outreach, Public Safety Events, and Fire Prevention**

- **Public Safety Event:** September 20, MPD participated in "Kids Day" held at Maricopa Wells Middle School. The smoke safety trailer and brush truck were on site.
- **Community Outreach:** Fire Station 571 conducted two station tours for a Girl Scout Troop and a resident's family. September 21, L571 was on scene for an emergency medical call and noted a group of kids interested in the apparatus. The crew moved the apparatus to a nearby street where the kids and their families were given an impromptu fire safety talk and interaction with the crew.
- **Public Safety:** Fire department and CERT members, along with Boy Scout troops and members of the Maricopa LDS church, completed filling over 1000 bags of sand which, if required, were readily available at all four fire stations. A great big "THANK YOU" to all who assisted in this endeavor!
- **School Safety Talks:** Fire Pals team members conducted safety talks for the Fire Pals program at Santa Rosa and Pima Butte Elementary Schools.



### **Emergency Calls**

Maricopa Fire Department responded to a total of 56 requests for emergency assistance this week, with 46 being medical in nature:

- **Snake Removals:** Maricopa fire crews responded to three requests for snake removal. In all incidents crews were able to relocate the snakes to the desert.
- **Fires:** There were three fire calls for the week. One was a rubbish fire extinguished by the L571 crew. There was an unauthorized fire which was responded to by the L571 crew in a residential neighborhood burning yard waste. L571 crew responded to one vehicle fire which was safely extinguished.
- **Motor Vehicle Accidents:** Crews responded to two MVA calls resulting in minor injuries.
- **EMS Calls:** There were two calls for difficulty breathing and three cardiac related calls during the week. The majority of the EMS calls were general illness related for the week.
- **False Fire Alarms:** Maricopa fire crews responded to only one alarm activation which turned out to be a false alarm.

**Flood Preparations:** Maricopa Fire Department is very thankful to the groups who came out to assist fire crews last week in preparation for forecasted potential flooding. The fire department urges all residents to always be prepared for such emergencies by ensuring there is always an adequate amount of water, non-perishable food, spare batteries, blankets, candles, full tank of fuel in resident's personal vehicles, and spare cash on hand. Being prepared takes little effort but the benefits are immense. Having each family in Maricopa prepare for such events in this proactive manner allows the emergency services to concentrate on those areas and people most in need of services during these times. Pictures attached.

**International Association of Firefighter's Memorial Service:** Assistant Chief Bobby Miller and Lonnie Inskeep represented the Maricopa Fire Department at the 2014 International Association of Firefighter's Memorial Service on September 20 in Colorado Springs. The ceremony was very moving and all who attended enjoyed the camaraderie and the fire stories!! Attached are a few pictures of the event.

Respectfully submitted,



Gregory E. Rose, ICMA-CM

City Manager

**MEMO**

Economic Development, September 24, 2014

**SUBJECT:** University of Arizona College of Engineering Education Initiative  
**TO:** Honorable Mayor Price and Members of the City of Maricopa City Council  
**THROUGH:** City Manager Rose  
Economic Development Director Miranda  
**FROM:** Economic Development Specialist Airheart

At the November 2013 Strategic Planning Retreat, City Council directed Economic Development staff to move forward in establishing relationships with science and engineering-based higher education providers. Since then, staff has pursued an initiative to site a four-year degree-granting institution in Maricopa. Staff reached out to Dr. Jeff Goldberg, Dean of the University of Arizona College of Engineering, to begin establishing the foundation and identify a pipeline of students for the University of Arizona.

Over the past six months, Economic Development staff has coordinated several meetings with leadership from the University of Arizona (UA), Central Arizona College (CAC), and Maricopa High School (MHS). As a result, staff is now scheduled to meet with Dr. James W. Shockey, Dean of UA South; Dr. Janice Pratt, Academic Dean at CAC; and Sylvia Gibson, Director of Academics at CAC; to discuss an academic partnership between the two institutions. The goal is to offer students the opportunity to begin taking UA courses in Maricopa via satellite options.

Staff has also started to plan a multi-faceted community engagement event targeting Maricopa High School students and adult learners. UA will visit Maricopa High School on Tuesday, November 4 to deliver an introduction to UA, Wild Cat Life, and the College of Engineering.

On Monday, November 10, approximately 50 students from MHS will participate in a field trip to the University of Arizona campus in Tucson. MHS students will tour the engineering departments, labs, club spaces, listen to a guest lecturer and enjoy lunch. As a follow up to the field trip, a community engagement event will be scheduled in late fall.



**MEMO**

Economic Development, September 24, 2014

**SUBJECT:** International Council of Shopping Centers Western Division Conference  
**TO:** City Manager Rose  
**THROUGH:** Economic Development Director Miranda  
**FROM:** Economic Development Management Analyst Winer

Staff is preparing for the International Council of Shopping Centers' (ICSC) annual Western Division Conference, held in San Diego from October 1 – 2. Economic Development Director Miranda, Mayor Price and Vice Mayor Farrell will attend on behalf of the City. During the event, they will meet with a number of retailers, brokers and commercial real estate developers.

Staff's goals for the event are to establish relationships, cultivate leads, share information on the latest activity and opportunities in Maricopa, and learn what retailers and developers are looking for when evaluating a potential market. The relationships built at these events play a key role in bringing new retailers to Maricopa.

To date, the following meetings have been scheduled:

- Accelerated Development (Developer)
- Archicon (Architecture Firm)
- Armstrong Development Properties (Developer)
- De Rito Properties (Developer)
- Dunkin' Donuts (Retailer)
- JLL (Broker)
- Kinetic Companies (Developer)
- Marriott (Hospitality)
- MVG Development (Developer)
- Robert Kubicek Architects (Architecture Firm)
- Vintage Partners (Developer)





GLENNWILDE PARCEL 12





WEST VENTURE RD





WEST VELAZQUEZ DR



NORTH ROBINS DR

















